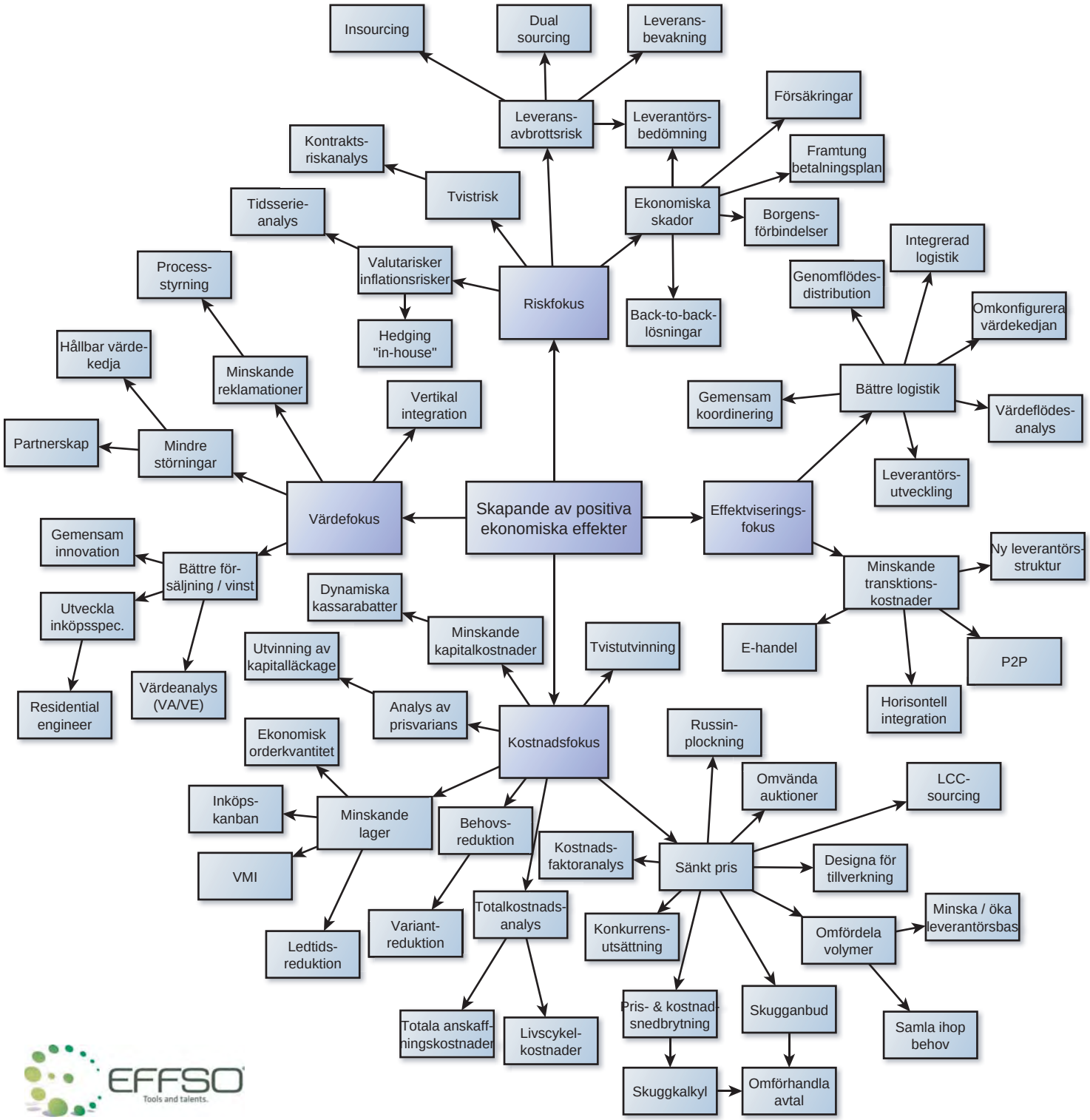Inköpsstrategikarta